



DISRUPTORS INSIGHT

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*Highlighting Business Process Automation
Technology Innovators!!!*

From Editor's Desk

In past few decades, Business Process Transformation has been one of the strategic focus areas for most of the Business Houses, primarily to enhance their productivity & efficiency. This also helps them laying foundation of growth & new opportunities at the same time. After successfully leveraging strategies like, outsourcing, low cost locations & Business process optimization, now the focus is on "Technology". Over-all process automation fabric is constantly getting weaved with innovative solution patterns and underlying core technologies. We, at BOT mantra is always on look-out for upcoming Technologies and Products, which has got the potential to disrupt the market and redefine the Business Process Automation Technology landscape.

"Disruption" is the reality of today's Business and is keeping them on their toes to continuously innovate the way they operate. Rapid evolution of Technology is adding catalyst to the "Disruption" factor. I am glad to share our first chapter of web series – "**Disruptors Insight**", highlighting "**Intellibot**" as strong upcoming disrupting force in the industry focusing on cognitive infused RPA solution.

Introduction to IntelliBOT

Intellibot is a growing India based company focusing on providing state of the art solution in the space of Business Process Automation. While they are new entrant into this space, their current state of Product itself clearly indicate the hard work and visionary thought process behind it.

Few important aspects which caught by attention

- **Computer vision** technology to interact with application controls, makes it easier, reliable and efficient for RPA robot to deal with complex scenarios. Interaction with virtual screens has always been a pain area for RPA practitioners and this technology should certainly be taking away the fear of complexity from them.
- **Easy-to-use visual programming** approach makes it simpler to implement, thus enhances time to market and reduces cost.
- **Complete Orchestrator capabilities** makes it enterprise grade solution from day one.
- **Proprietary AI / ML engine** having natural language processing, predictive analytics & sentiment analyzer capabilities creates enough opportunities to take RPA solutions to the next level.
- **Flexible Pricing model** makes it easier for Corporates to utilize the Technology based on their specific requirements.

In my view, Intellibot has successfully optimized their features list with in-built cognitive capabilities. Availability of all required RPA features from day one with competitive pricing models will certainly provide them with an edge over others. Now the success lies in breaking the boundaries and industrialize solution patterns, currently considered as out-of-scope for Robotic Process Automation. Here, I present my discussion with **Alekh, the CEO for Intellibot**.



Nishant Goel
Founder & CEO, BOT mantra

Having associated with ventures like Uber housing, Project lighting, Realtors, which is primarily looked as technology fusion into the real-estate sector, what has motivated you to enter in the space of Robotic Process Automation?

I have been serial entrepreneur for the past 14 years and co-founded close to dozen companies till now. My secret behind co-founding this companies and taking it to business as usual has been to find the winning combination of co-founders who also happen to be my friends. In 2015, when my childhood friends from the corporate world showed confidence in creating a world class product, I decided to step in. We had everything within 3 of us to take up this challenge and take it to a bigger state. That is when we decided to go for it. I typically handle the sales and marketing for all my ventures. Considering my expertise only on B2C market, it was not easy for me to enter in B2B space. I had to unlearn the way I conducted business earlier and learn a completely new English language. That was also not enough, to be able to even participate in conversations with my partners, I had to polish my technical knowledge and keep in touch with the latest trends in the world. I would rather say, I had to learn whole new gamut of technology to converse with them and lead this exciting Technology venture.

There are many RPA products already in the market and still many new ones are entering in this space. How do you differentiate “Intellibot” with other similar Products?

I feel that this is very interesting space, especially considering exponential growth projections by research analysts in the next 5 years. We will continue to see new players cropping up across the globe. That’s a sign of market acceptance. I would be worried, if startups don’t have that confidence. While most of the players focus on features, We at Intellibot want to create a difference at the platform level and not at the features level. The way we build the studio, our state-of-the-art Orchestrator and native AI platform, it clearly differentiates Intellibot with other players. Everything has been built ground up keeping enterprises in mind.

You touched upon very interesting point on platform. Can you throw some light on some of these core elements associated with it?

Our design studio is the strongest point. The way we have designed the studio using reusable components, it is required to just drag and drop the components. This makes any automation quite easy. In fact, we strongly believe that any Developer having basic programming knowledge, can learn this platform in 3 weeks and can effortlessly start creating simple or medium level of automation.

When you combine this with functionally rich Orchestrator, it provides a different scale and in true sense will then become enterprise level solution. Every enterprise has different asks from Orchestrator. Some are operating in centralized mode where all the robots in the Organization are tagged to single instance of Orchestrator. Some are operating in de-centralized mode where each cost center or department need their own instance of Orchestrator. Intellibot Orchestrator supports multi tenancy to take care of such variations. Also, it comes with plethora of features like queueing, scheduling, centralized deployment, license management, etc. required in different scenarios.

“While most of the players focus on features, we at ‘Intellibot’ want to create a difference at the platform level and not at the features level.”

Then when you need to parse different set of unstructured data coming in different shape, size & formats. May be email, document, images and what not. Using our native AI platform, you should be able to create models of all this and I am very happy to say that you will just need a mouse to become a data scientist with Intellibot. Currently, we are in a pilot stage for this and will soon be launching it.

Today, Industry experts are aggressively talking about RPA 2.0... smart automation... Intelligent Automation... How do you see RPA Industry shaping up in next 3-5 years?

To be very frank after reading so much I don’t know what RPA 2.0 is. what smart automation is... It is not like our friends created dumb RPA platform. Everyone has created platform which enable developer to create simple and smart automation from it. The aggressive marketing campaigns on RPA have abused the word “AI” to the level that a buyer can no longer trust a



product capability. We at Intellibot talk about pure play RPA, Native AI & 3rd party AI. We want to be the player who distinguishes different types of AI claims people make in the market.

“Computer vision” is an interesting concept to be built as part of RPA tool itself. Can you elaborate a little more on this concept and help us understand the advantages of this approach over conventional RPA interaction techniques?

Industry has experienced computer vision in different RPA platforms in 2017. We in-fact started working with computer vision in 2015 itself and included it as the core architecture of Intellibot. To give you an example, everyone uses computer vision to detect images on screen whereas Intellibot not only detects the images at different resolutions, it can even detect the application type – whether it is java app or web app or something. It can also detect the field type – whether the control is text box, radio button or checkbox or may be something else. Then the options of potential interaction will be provided to the Developer to the chose the best one.

The technology is simplified so much that you will not see all these complexity on the fore-ground but you will see and experience these concepts when you are designing automation on citrix and SAP.

You talked about Visual Programming approach. Does it take away the complexity of Skill-set required to Implement. What’s your view on this aspect?

While many seasoned developers argue that a script-based automation gives them the comfort and control over an application, we look to address their line manager’s problem of finding 100s of developers to scale transformations in an enterprise. We wanted to bring down the skillset required to do automation and increase the speed at which development happens. Having said that we have also not ignored the keyboard lovers who like to code. Intellibot gives an option to write and execute scripts with instant debugging solutions.

For any Product to scale up in the market, we need ample of deployable workforce with an eco-system for them to secure support on complex scenarios. How do you see, IntelliBOT gearing up to deal with this important aspect?

We were aware of this problem since 2011. One of the reasons, Intellibot was cofounded was to solve this problem for the adopters. The platform is designed to keep things simple and easy. One can perform simple to mid complexity projects with just 3 weeks of training. With respect to support, we have a dedicated team who create bespoke components for the clients and handle all support tickets.

I strongly believe in reducing the friction between what the Developer wants and what we can offer. Thus, we don’t charge for the training. We don’t believe in hiding the information and keeping everything with us. We don’t believe in keeping application to ourselves and giving only to corporates. If you see our web site, anyone can freely download our community edition along with detailed documentation on the Product.

There is also a forum where people can come and ask question and they get answers within 24 hours. As we speak, we are even working on our academy which will be launched in quarter of next year which will take any Developer through two weeks course and enable them to start using Intellibot. All this is available free of cost with no commercials involved. Training is not our Business. Our business is to automate processes for enterprises or work with the partner to enable them to sell better. I believe this approach will bring more adoption of Intellibot from developers.

Any preferred communication channels?

As said, we already have forum live on our web site. Some of our clients who are using tools already started posting things and getting answers from there. I also believe in opening all forms of communication channels. I would say that we not only speak to people on forum, we also speak to them on email, telegram, whatsapp, etc. We are opening all the possible communication to our people.

“Most of the time you just need to use mouse, you don’t need to write a single line of python code. You even don’t need to understand how AI works, you just need to know what your business is and what you need to get out of it.”



Industry has observed more and more usage of building accelerators... the reusable components. What is your approach towards it?

As seasoned developers, we understand the importance of reusable code. We have in-fact taken a more practical approach towards this. Here any Developer can publish their piece of code within their Organization or even publish it over the net for the complete World to use it. We sincerely motivate our Developer forums to contribute here, utilizing our Software Development Kit functionality.

We consciously have taken a decision to not commercialize this because that's not our core Business. We aspire to have more and more reusable components available for Developers to expedite their Automation journey.

"I see Venture capitalists pouring money into our competition, making the market more speculative. I hope my competition continues to perform well else the entire industry will end up paying for that."

Cognitive technology integration with RPA Products is an interesting phenomenon. While most of the Products are creating capabilities to integrate with native cognitive services, IntelliBOT has additionally chosen to go with their own proprietary cognitive engine. Can you throw some light here?

There are multiple reasons why we took this approach. The current cognitive offerings in the market are cloud based and expensive. Moreover, they don't allow any kind of customization. Knowing how sensitive enterprises are with their data It is very important to offer an on-premise solution while keeping the cost low. We plan to provide multiple narrow AI solutions under one Enterprise platform supported by our own RPA platform which make our solution offering very comprehensive.

Can you talk little more about this AI platform with an example to extract meaning full data from unstructured text?

There are two steps here. The first one is slightly tricky in nature where one need to analyze the whole data that comes in. This is where one needs to put in their

head and figure out pointers like various patterns of data available, exceptions or outliers, intent of the data, various entities and their classification, etc. And once this is known then all this information needs to be fed into our AI platform and create model. Then train the model with different type of documents. Once trained, you are ready to consume this either through a cloud or on-premise server. Most of the time you just need to use mouse, you don't need to write a single line of python code. You even don't need to understand how AI works, you just need to know what your business is and what you need to get out of it. You just don't need to be a programmer to use it at all.

For example, let's say in case of mortgage processing, you get a single file of 500 pages in pdf format where you have details like PAN card, Bank account statements, Balance sheet or Profit and loss statements. As the 500 page of pdf is completely unstructured, you need to first identify which one is the bank statement and which one is the pan card. Once you identify this, you just need to pull out the right information from it. PAN no from PAN card, Balance amount from bank statement, Different ratios calculations from balance sheet.

What's your view on Pay-as-per-use commercial model on licensing?

In-fact, there are multiple ways where pricing structure can be offered to enterprises. Considering many possibilities and requirements, it is impossible or for us to create all of them. We would like to keep our pricing model as simple as possible to understand. We don't think that our Clients should have Doctorate to understand the complex pricing structure. Having said that, if we come across an opportunity for pay per transaction approach, we would certainly be crafting the same.

For any Product to succeed and penetrate different markets, it is important to have strong consulting arm as part of the Product support. How do you view this?

I totally agree with you and we in-fact realized the importance of domain expertise at the beginning itself. This enabled us to think and design solutions from customer perspective. No matter how technical we are, we need to think from Business perspective. The co-founding team of the Intellibot comes from the hard-core banking trading and security background. Now, we have brought variety of domain expertise into



our senior management. Health care, Infrastructure, Travel and IOT sector are few such domains. We will continue to add different domain flavors in our senior management which can help all kinds of customers.

What major threats/opportunities do you foresee for this business?

I see Venture capitalists pouring money into our competition, making the market more speculative. I hope my competition continues to perform well else the entire industry will end up paying for that.

Looking at exponential growth in RPA market within highly competitive environment, how does success look like for you?

It is very competitive market. I get a high in competing with my counterparts worth billion dollars. The way I see it that for the size and stage of the company we are in, we have everything to gain and nothing to lose. We are confident because our foundation i.e. product size, technology is very strong. As part of our marketing strategy, we are not targeting the whole World and focusing selected target customers who can be acquired without spending millions of dollars. We believe in our strategy and I am sure that this approach will certainly make us successful.

Top 3 focus areas for you in 2019?

- Increase the adoption of Intellibot platform by both, Developers and the Enterprises.
- Continue to release industry first features.
- Solidify our foothold in Europe and US.

Any message for Industry Practitioners?

There is already an information over-flow on Business Process Automation and thus I would not recommend them to read stuff. I would rather say that “try it yourself”.

Any message to upcoming workforce from Colleges?

To address them, I would rather first put myself into their shoes. If I were college graduate in 2018, what would I do. I would say that RPA is very interesting and rapidly growing field. Market is full of Job opportunities, so it makes sense to first go and learn these technologies. None of these technologies would take years to learn. You just need to spend months and practice. Unlike our generation, this generation is flooded with information through internet. Current education system rarely prepares student for Corporates. Use internet to bridge this gap. Don't just focus on one product. Invest your energies to build your concepts and explore couple of Products. At the same time, it is important to master at-least one product.

PROFILE – ALEKH BARLI



Alekh Barli
CEO, Intellibot.io

Director

Uber Realtors Pvt. Ltd.
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Uber TechLabs Pvt. Ltd.
Uber Project Lighting Pvt. Ltd.
Positive Estates
Uber Admedia Pvt. Ltd.

Non-Executive Director

Uber AdNetwork FZC (Dubai)
Napster Media (Dubai),

Advisor

221B Brand Management Solutions,
Nucleyo IoT Solutions.

“Starting something from nothing is what I love doing. I truly believe it only takes a seed, a lot of passion and vision to make your dreams and your goals come to reality.”



Alekh Barli, is the CEO of Uber Tech Labs DBA INTELLIBOT.io, an Artificial Intelligence enabled Robotic Process Automation (RPA) company which enables organization, automate their business processes through versatile, flexible, reliable and trainable robotic solutions.

A serial entrepreneur, has co-founded a handful of companies in the last 13 yrs. His rich and profound experience across the fields of Luxury homes, Architectural Lighting, Digital & Affiliate Ad-Networks makes him an invaluable asset to the company. Moreover, for the last 10 years he has travelled extensively and has collaborated with global companies in the APAC, Europe, USA and the Middle East. Alekh is currently responsible for Sales and Marketing at UTL.

Alekh began his career with HSBC Electronic Data Processing, the world’s largest captive Business Process Outsourcing organization, where he was responsible for migrating operations from UK to India.

Alekh is an alumnus of Jawaharlal Nehru Technological University (JNTU) from where he received his Bachelor’s in technology (B.Tech.) in Information Technology.